

Submitted to 6th SFRC, Govt. of NCT of Delhi



OUTCOME

- i) Result & Placements
- ii) Higher Education
- iii) Collaborations
- iv) Industry Exposure programme, visit to Industries purposes records maintained
- v) Consultancy



TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of HRD, Govt. of India, Affiliated to GGSIP University
 Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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PROFORMA FOR GRADING OF INSTITUTIONS

Name & Address of Institution : **TECNIA INSTITUTE OF ADVANCED STUDIES**
3 PSP, Institutional Area Madhuban Chowk, Sector 14, Rohini, New Delhi-110085

Name of the course : **Master of Business Administration (2 Yrs)**

	2020-21	2021-22	2022-23	2023-24
Number of students admitted in the College- MBA Course	30	15	36	14
Total number of students (Studying) in the college during the respective years	29	43	50	49
No. of Student Appeared	-	29	14	-
No. of Student Passed	-	29	5	-
No. of Student Failed		0	6	
Distinctions obtained		29	8	
% of Distinctions obtained				
1st Division obtained		0	0	
% of 1st Division obtained				
II Division obtained		0	0	
% of II Division obtained				
Higher Education	NA	1	NA	In process
Industry Exposure programmes, Visit to industries		1	3	1
Purposes of visits		To comprehend the operational intricacies of a leading probiotic beverage manufacturer, shedding light on production efficiency, quality control, and supply	Yakult: To understand the production processes and marketing strategies of probiotic products, offering insights into product innovation and	To understand the manufacturing processes and supply chain management strategies employed in the production of spices, offering insights into inventory

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		<p>chain management practices.</p> <p>To analyze Yakult's marketing strategies and brand positioning, offering insights into product differentiation, market segmentation, and consumer behavior in the health food industry.</p> <p>To explore Yakult's corporate culture and organizational structure, providing a glimpse into leadership styles, employee engagement initiatives, and corporate social responsibility efforts.</p>	<p>consumer health trends.</p> <p>Atal Incubation: To explore entrepreneurship and innovation ecosystems, fostering an understanding of startup incubation, technology commercialization, and business development.</p> <p>Sansad TV: To examine media management and broadcasting operations, providing insights into journalism, content creation, and audience engagement strategies in the realm of parliamentary broadcasting.</p>	<p>management and quality assurance practices.</p> <p>To analyze Catch's branding and marketing strategies, providing insights into product positioning, market segmentation, and promotional campaigns in the food industry.</p> <p>To explore Catch's sustainability initiatives and corporate social responsibility efforts, highlighting environmental conservation practices and community engagement programs.</p>
Records maintained — Details of Faculty, Students and Others		File Attached	File Attached	File Attached
Consultancy	Attached	Attached	Attached	In process

Signature of the Principal /Director
 Name:
 Seal:

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Name & Address of Institution : **TECNIA INSTITUTE OF ADVANCED STUDIES**
3 PSP, Institutional Area Madhuban Chowk, Sector 14, Rohini, New Delhi-110085

Name of the course : **Bachelor of Business Administration (3 Yrs)**

	2020-21	2021-22	2022-23	2023-24
Number of students admitted in the College- BBA Course	339	351	299	224
Total number of students (Studying) in the college during the respective years	866	989	966	
No. of Student Appeared	210	315	324	-
No. of Student Passed	206	306	303	-
No. of Student Failed	4	9	21	
Distinctions obtained	137	298	302	
% of Distinctions obtained				
1 st Division obtained	69	8	1	
% of Ist Division obtained				
II Division obtained	0	0	0	
% of II Division obtained				
Higher Education	53	74	47	In process
Industry Exposure programmes, Visit to industries		1	3	1
Purposes of visits		To comprehend the operational intricacies of a leading probiotic beverage manufacturer, shedding	Yakult: To understand the production processes and marketing strategies of probiotic products, offering	To understand the manufacturing processes and supply chain management strategies

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		<p>light on production efficiency, quality control, and supply chain management practices.</p> <p>To analyze Yakult's marketing strategies and brand positioning, offering insights into product differentiation, market segmentation, and consumer behavior in the health food industry.</p> <p>To explore Yakult's corporate culture and organizational structure, providing a glimpse into leadership styles, employee engagement initiatives, and corporate social responsibility efforts.</p>	<p>insights into product innovation and consumer health trends.</p> <p>Atal Incubation: To explore entrepreneurship and innovation ecosystems, fostering an understanding of startup incubation, technology commercialization, and business development.</p> <p>Sansad TV: To examine media management and broadcasting operations, providing insights into journalism, content creation, and audience engagement strategies in the realm of parliamentary broadcasting.</p>	<p>employed in the production of spices, offering insights into inventory management and quality assurance practices.</p> <p>To analyze Catch's branding and marketing strategies, providing insights into product positioning, market segmentation, and promotional campaigns in the food industry.</p> <p>To explore Catch's sustainability initiatives and corporate social responsibility efforts, highlighting environmental conservation practices and community engagement programs.</p>
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Name of the course : **Bachelor of Computer Application (3 Yrs)**

	2020-21	2021-22	2022-23	2023-24
Number of students admitted in the College-BCA Course	52	120	115	225
Total number of students (Studying) in the college during the respective years	106	226	286	
No. of Student Appeared	-	54	52	-
No. of Student Passed	-	54	50	-
No. of Student Failed		0	2	
Distinctions obtained		54	50	
% of Distinctions obtained				
1 st Division obtained		0	0	
% of Ist Division obtained				
II Division obtained		0	0	
% of II Division obtained				
Higher Education	NA	13	6	In process
Industry Exposure programmes, Visit to industries		1	3	4
Purposes of visits		Industry visits are organized for the	The objective of an industrial visit is to provide the students an	Industrial visits provide students with a chance to meet industry

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		<p>students so that they not only learn but also get practical experiential exposure of the industry.</p> <p>The students not only get the chance to experience a visual tour of these industries but also learn the ways and techniques in which people work over there. Students have attained hands-on experience and exposure to the world of networking.</p> <p>These visits aim to encourage the innovative ideas of the students while guiding them about the challenges in their ideas.</p>	<p>insight regarding the internal working of companies. Today, we all perfectly understand that theoretical knowledge is just not enough for a successful professional career.</p> <p>It is here that by going beyond academics, industrial visit provides students a much relevant practical perspective of the actual work place and the larger world of business. All this makes the importance of Industrial visits all too evident, especially for students pursuing a professional course like BCA.</p> <p>These visits also serve the purpose of defining the goals of the students by giving them an insight of their dream companies.</p>	<p>leaders, professionals, entrepreneurs, policymakers, and corporations who share their wisdom, learning, and experiences.</p> <p>These interactions are useful to students in their careers and help them in developing leadership qualities, and management skills while learning about the industry. Industrial visits play a crucial role in increasing networking opportunities while building good relationships with companies. For students, such trips open many doors for corporate training and internships, which in turn increase the student's employability.</p>
Records maintained — Details of Faculty, Students and Others		File Attached	File Attached	File Attached
Consultancy	Attached	Attached	Attached	In process

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Name of the course : **Bachelor of Journalism & Mass Communication (3 Yrs)**

	2020-21	2021-22	2022-23	2023-24
Number of students admitted in the College-BA(JMC) Course	239	219	165	92
Total number of students (Studying) in the college during the respective years	690	673	613	
No. of Student Appeared	231	220	236	-
No. of Student Passed	231	211	231	-
No. of Student Failed	0	9	5	
Distinctions obtained	205	211	231	
% of Distinctions obtained				
1 st Division obtained	26	0	0	
% of 1 st Division obtained				
II Division obtained	0	0	0	
% of II Division obtained				
Higher Education	39	38	17	In process
Industry Exposure programmes, Visit to industries		2	4	

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<p>Purposes of visits</p>	<p>Media industry visits serve a multitude of purposes crucial for professionals, students, and stakeholders alike.</p> <p>Firstly, they offer invaluable networking opportunities, allowing individuals and organizations to forge connections, explore potential collaborations, and expand their professional circles.</p> <p>Secondly, visits serve as educational platforms, providing insights into various facets of the media industry, including production processes, technological advancements, and emerging trends. Participants gain firsthand knowledge</p>	<p>Media industry visits are multifaceted, serving diverse purposes crucial for professionals, students, and stakeholders.</p> <p>Firstly, they facilitate networking, enabling individuals and organizations to forge connections, fostering potential collaborations and partnerships.</p> <p>Secondly, these visits act as educational platforms, providing insights into various facets of the media industry, including production processes, technologies, and emerging trends, thereby enhancing participants' knowledge and skillsets.</p>	<p>Media industry visits serve a multitude of purposes crucial for professionals, students, and stakeholders alike.</p> <p>Firstly, they provide invaluable networking opportunities, facilitating connections between individuals, companies, and organizations for potential collaborations, partnerships, and future endeavors.</p> <p>Secondly, these visits serve as educational platforms, offering insights into various aspects of the media industry, including production processes, technological advancements, and emerging trends, thereby enriching participants' knowledge and skillsets.</p>	<p>Visits in the media industry can serve various purposes, depending on the context and stakeholders involved. Here are some common purposes for visits in the media industry:</p> <p>Networking: Media professionals often visit other media organizations, events, or conferences to network with industry peers, potential collaborators, clients, or sponsors. These visits provide opportunities to build relationships, exchange ideas, and explore potential partnerships.</p> <p>Research and Information Gathering: Visits to media outlets, production studios, or industry events can be undertaken for the purpose of gathering information, conducting research, or staying updated on industry trends, technologies, and best practices. This could be particularly relevant for journalists, researchers, or analysts.</p> <p>Promotion and Marketing: Media</p>
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	<p>and practical experience that can enhance their skills and understanding of the field.</p> <p>Thirdly, visits facilitate promotional activities, enabling companies to showcase their latest projects, innovations, and services to potential clients, investors, and industry peers. Moreover, visits support research endeavors by providing access to industry experts, facilities, and data, which can inform academic studies, market research, and innovation initiatives. Additionally, visits foster cultural exchange by bringing together professionals from diverse</p>	<p>Thirdly, they play a vital role in promotional activities, allowing companies to showcase their latest projects, innovations, and services to potential clients, investors, and the media, thereby enhancing visibility and market presence.</p> <p>Moreover, media industry visits support research efforts by offering firsthand observation opportunities and data collection avenues for academic studies and industry research projects, contributing to the advancement of knowledge within the field. Additionally, these visits promote cultural exchange by bringing together professionals from</p>	<p>Thirdly, media industry visits contribute significantly to promotional activities, allowing companies to showcase their latest projects, innovations, and services to potential clients, investors, and the wider media community, thus fostering growth and visibility within the industry. Additionally, such visits support research efforts by providing firsthand observations and data collection opportunities for academic studies, market research, and industry analysis.</p> <p>Furthermore, they promote cultural exchange by bringing together professionals from diverse backgrounds, fostering understanding,</p>	<p>companies may arrange visits to promote their products, services, or content to other media outlets, advertisers, investors, or the public. These visits can include presentations, demonstrations, or screenings aimed at generating interest and securing partnerships or coverage.</p> <p>Collaboration and Partnerships: Visits may be organized to explore potential collaboration opportunities with other media organizations, content creators, distributors, or technology providers. This could involve discussions around co-production, content licensing, distribution deals, or joint ventures.</p> <p>Training and Education: Media professionals, including journalists, filmmakers, or content creators, may visit educational institutions, workshops, or training centers to enhance their skills, learn about new techniques or technologies, or mentor aspiring talents. Similarly, media companies may arrange visits for their employees to attend</p>
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	<p>backgrounds, promoting cross-cultural understanding and collaboration.</p> <p>Furthermore, industry visits offer insights into the challenges and opportunities within the media landscape, empowering participants with industry best practices and innovative approaches.</p> <p>Lastly, visits can serve as recruitment platforms, allowing companies to identify and engage with talented individuals for employment opportunities, internships, or collaborative ventures. Overall, media industry visits</p>	<p>diverse backgrounds, fostering cross-cultural understanding and collaboration within the global media community.</p> <p>Furthermore, they offer insights into the challenges and opportunities prevalent within the media landscape, informing participants about industry best practices and innovative approaches.</p> <p>Lastly, media industry visits serve as recruitment platforms, enabling companies to identify and engage with talented individuals for potential employment opportunities, internships, or collaborative ventures,</p>	<p>collaboration, and cross-cultural learning within the global media landscape. Moreover, industry visits offer valuable insights into the challenges and opportunities present within the media industry, informing participants about industry best practices, innovative approaches, and emerging market trends.</p> <p>Lastly, these visits can serve as effective recruitment platforms, enabling companies to identify, engage, and attract talented individuals for potential employment opportunities, internships, or collaborative ventures, thereby contributing to talent development and workforce diversity</p>	<p>training sessions, seminars, or conferences to improve their capabilities.</p> <p>Audience Engagement and Feedback: Media companies may organize visits or events to engage directly with their audience, gather feedback on their content or services, and foster a sense of community. This could include open houses, fan conventions, focus groups, or meet-and-greet sessions with talent.</p> <p>Business Development: Visits to media organizations, industry events, or potential markets can be part of a broader business development strategy aimed at expanding operations, exploring new revenue streams, or entering new markets. This could involve meetings with potential clients, investors, or strategic partners.</p> <p>Content Creation and Production: Visits to filming locations, studios, or post-production facilities may be arranged as part of content creation</p>
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	<p>play a vital role in facilitating networking, education, promotion, research, cultural exchange, industry insights, and talent acquisition within the media sector.</p>	<p>thereby nurturing future talent within the industry.</p> <p>Overall, media industry visits play a pivotal role in facilitating networking, education, promotion, research, cultural exchange, industry insights, and recruitment, contributing to the growth and development of the media sector.</p>	<p>within the media sector.</p> <p>Overall, media industry visits play a vital role in facilitating networking, education, promotion, research, cultural exchange, industry insights, and talent recruitment, thus contributing to the overall growth, innovation, and sustainability of the media industry.</p>	<p>or production processes. This could involve location scouting, set design, rehearsals, filming, editing, or special effects production.</p> <p>Overall, visits in the media industry serve diverse purposes ranging from professional networking and research to promotion, collaboration, training, audience engagement, business development, and content creation. Each visit is tailored to achieve specific objectives aligned with the goals and priorities of the individuals or organizations involved.</p>
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